The Campaign among Students

Bulletin VI
United War Work Campaign
for $170,500,000

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THE CAMPAIGN AMONG STUDENTS

I. SUPERVISION OF THE STUDENT CAMPAIGN

When at the request of the President, the United War Work Campaign was undertaken, it was decided, in order to get the best results, that there should be a Student Division. This division, from the first, has been an integral part of the Campaign. It has the following organization:

(1) There is a National Director, who has a consulting committee composed of representatives of the Y. M. C. A., the Y. W. C. A., the National Catholic War Council, the Jewish Welfare Board and as may be necessary, of the other organizations in the United Campaign.

(2) In each Department there is a secretary of the Student Division who is closely associated with the Departmental Director. The Department Secretary of the Division (who may have one or more assistants or associates if necessary) has an advisory or consulting committee composed of representatives of the various organizations.

(3) The Department Secretary will see that each state (or group of states, if they are small in area) has an able and aggressive chairman, who shall have on his committee the persons best able to make the Campaign a success in the state. Wherever feasible, the members of this committee should be chosen to represent the constituency of the different organizations in the United War Work Campaign. It is desirable that the different members of this state committee should have specific duties, such as giving special attention to the publicity or speakers for the Student Division.

The state chairman is charged with the responsibility of organizing a vigorous campaign committee in every institution in the field of the Student Division within the state.

II. THE LOCAL ORGANIZATION

The organization of the Student Division in local institutions should include, at least, the following points:

(1) In conference with the local college authorities, the best person possible should be secured to serve as chairman of the committee for conducting the local campaign. He should be a person able to give a large amount of time to the Campaign and with the ability to carry it through successfully. On this committee should be representatives of the different college interests. It should also represent the different organizations in the United War Work Campaign. The essential thing is to have a committee composed of persons who will carry through the work successfully.

(2) In order that the relation of the College Campaign to the United Campaign may be the closest and most profitable, it is suggested that the chairman of the college committee may well be a vice-chairman of the main community committee and that the treasurer of the college committee (who should, wherever possible, be an official of the college or institution) may be an assistant treasurer of the community committee. Though the Student Division campaign, for the sake of efficiency, should be conducted by the student committee, it is exceedingly important that the closest relations be maintained with the community organization.

(3) While it is taken for granted that nothing will be undertaken on any campus without fullest conference and authorization by the proper officials, it is well that this principle of procedure should be emphasized repeatedly.

(4) An early meeting of the committee should be held, when the following points should be adequately covered: (a) the division of the whole campus so that every member of the staff and student body will be reached by a vigorous personal canvass; (b) the selection of the most advantageous time to have a muster (in the S. A. T. C.) or a convocation to present the whole Campaign to the entire college or institution; (c) the pledging of the members of the committee themselves as a necessary preliminary to asking their fellows to give.

(5) For speaker at the muster or convocation at which the appeal is to be made, it will be well to have some one who is thoroughly familiar with the needs which are being met by the organizations associated in the Campaign. It is important to make the audience realize how greatly this vast sum of money is needed, and that if it is to be raised every one must give in a very large and sacrificial way. It is well to remember that in the great student fund of last year many institutions which secured the best results had practically no speakers from outside their own campuses.

The almost universal experience is that it is not wise to secure pledges in a public meeting. This should be done by personal canvass as soon after the public meeting as possible, and should be carried out in the shortest time possible. Generally twenty-four hours is sufficient time for this purpose.

III. GENERAL SUGGESTIONS TO LOCAL WORKERS

(1) While it is wise to bring back well-known and energetic recent graduates to help in the Campaign, main dependence must not rest upon their efforts.

(2) Publicity material for the student campaign will be obtainable at County Headquarters, and if this supply be not sufficient, there will be a surplus available at State Headquarters.

(3) A Student Division pledge card has been prepared and is available at State Headquarters.

(4) It is exceedingly important to report the progress of the local campaign very promptly to the State Student Secretary for the Division, in order that the news may inspire others to give.

(5) In order to challenge to heroic giving, it is essential from the first to make plain that this request is not for "loose change," or even for large sums that can be paid with comparative ease. We must challenge men and women to think of their possible gifts in three and four figures.

(6) It is valuable to have the campaign leaders get a list of men and women, students and faculty, who should be asked for leading subscriptions. If thought wise, these subscriptions may be announced at the convocation meeting. This will probably help to put the whole scheme on a much higher level than any other fund previously presented to the institution.

(7) It is absolutely essential to secure the backing of a powerful faculty group: first, to endorse and help direct the local campaign; and secondly, to see that the faculty come into the enterprise for their full share. This can probably best be secured by having the visiting leader of the Campaign meet the faculty, explain the whole plan, announce the student gifts already made, and secure the gifts and cooperation of the faculty. In many cases it has been found that undergraduates, after heroic gifts have been made by themselves, can secure the best results from faculty givers. Wherever there are faculty members of any considerable means, an effort should be made to get gifts well up in the four figures.

(8) It is of the highest importance in coeducational institutions that there be fullest cooperation between men and women.

(9) The quality and amount of publicity used should be watched carefully. Its main value is to picture the need, to report what other institutions are giving, and to furnish sidelights from soldiers' letters on what the organizations in the United War Work Campaign are doing. Announcement in advance of the actual beginning of the Campaign of the sum to be secured locally may do more harm than good.

(10) Personal pledges should be received from all faculty members and students before any suggestion is made of gifts from societies or collections taken at football games. It is of great importance that every man and woman first give personally and directly. Afterward collective gifts are desirable.

IV. MISTAKES TO AVOID

(1) Do not let the campaign be extended over several days. College communities are accustomed to act quickly on a matter of this kind, where the essential facts are already known.

(2) Beware of the ingenious persons who have patent schemes for

securing money, such as giving up the use of butter or pie in the dining-room and so making the college authorities pay their pledges.

(3) Do not think that because an outstanding speaker has been secured to present the Campaign, therefore it is bound to be a success. A great speaker is an advantage, provided the local organization is perfect and energetic measures are taken to insure that every one is promptly canvassed. This should be an "every man and woman" matter.

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